



DATE *April 26, 1993*

TO/ LOCATION *Assistant Market Managers
All Markets*

FROM/ LOCATION PHONE *Terry Lyons
2493*

SUBJECT *R. J. REYNOLDS VALUE ADDED PROMOS*

Ladies and Gentlemen:

Enclosed for your action is pertinent information on R. J. Reynolds upcoming summer time value added promotions. Although there will be additional offerings in your market area, I have enclosed details on two in particular that I felt we should focus on.


Their primary offering is a Winston 40¢ on pack coupon designed to compete with Philip Morris' program. The major difference is that all Winston's will come in from the wholesalers with coupon affixed and the \$4.00 (40¢ pack) allowance passed off invoice. This obviously simplifies the process to us and the stores while offering our customers a good deal. There is a self-service floor display that pays \$50.00 with a non-self service payment of \$25.00 available. The time frame of offering is anticipated to run from May 24 - July 2 and includes all Winston brand styles.

The second program is a Camel's Buy 1 Get 1 Free promotion that includes the six Camel styles and is scheduled to be available in the marketplace starting the week of May 24, 1993.

To insure we capitalize on these two offers, I have enclosed a "sign-up" sheet for your action. I would like to suggest that your Field Consultants review stores requested quantities and return "pre-books" to you for presentation to your R. J. R. representative who will forward your market's needs to the appropriate wholesalers. Once implemented, these two program offerings will insure we obtain our fair share of the promotional offerings while offering us high quality offerings for the stores with C.V.C.'s.

As always, I welcome any questions or concerns you may have.

Best personal regards,


*Terry Lyons
Merchandiser*

*TL1137/ps
Enclosure*

cc: F. Crivello, B. Cadigan, Mkt. Mgrs., G. Moulton - RJR

51847 6518

R. J. REYNOLDS - SUMMER PROMOTIONS

7-Eleven # _____

Supplier: _____

Address: _____

Delivery Date: _____

Please ship the following quantities of promoted Winston/Camel product to initiate the Winston/Camel Summer Program and continue to ship special marked cartons on my regular orders:

WINSTON PROGRAM 5/17 - 7/2	MAX. INITIAL ORDER	QUANTITY ORDERED	CAMEL PROGRAM 5/24 - LIMITED AVAIL.	MAX. INITIAL ORDER	QUANTITY ORDERED
WINSTON 85	10		Camel Lts	4	
WINSTON 100	3		Camel Lts Box	4	
WINSTON 83 BOX	5		Camel Filter	4	
WINSTON LT 85	5		Camel Filter Box	4	
WINSTON LT 100	2		Camel Spec Lt Box	4	
WINSTON LT 83 (BOX)	3		Camel Spec Lt Box 100	4	
WINSTON LT 98 (BOX)	3				
WINSTON ULT 85	1				
WINSTON ULT 100	1				
WINSTON ULT 83 (BOX)	1				
WINSTON ULT 98 (BOX)	1				
WINSTON SELECT 85	2				
WINSTON SELECT 83 (BOX)	3				

QUANTITIES MAY BE LIMITED BY DIRECT ACCOUNT AVAILABILITY

Ship to my store on the date indicated and a display can be placed _____ Service.

FRANCHISEE SIGNATURE

STORE STAMP

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R. J. R. CONTACT LIST

MARKET OFFICE

2411 - Joe Brumfield

2412 - June Barbara

2421 - Dave Gerschwer

2422 - Kay Kinard

2423 - Linda Speranza

2461 - Dawn Rudnansky

2464 - Steve Felton

2421S - Mary Senay

RJR DIVISION

J. Miller
516-887-1020

J. H. Casey
908-225-3050

M. R. Gambardella
516-724-1430

M. R. Gambardella
516-724-1430

M. R. Gambardella
516-724-1430

G. R. Deschenes
203-298-8489

T. J. Fitzin
508-435-6965

D. T. Walsh
716-634-3212

51847 6520